

# ROBERT SMITH

## Media Relations Intern/Analyst

[info@qwikresume.com](mailto:info@qwikresume.com) | [LinkedIn Profile](#) | [Qwikresume.com](#)

Motivated, energetic professional with a passion for marketing and public relations who is ready to take career to the next level.

## EXPERIENCE

### Media Relations Intern/Analyst

#### ABC Corporation - AUGUST 2005 - DECEMBER 2005

- Composed and published detailed post-game press releases, including game highlights posted on the Northwest Arkansas Naturals website for public viewing.
  - Managed the integration of in-game sponsor advertising on the video scoreboard.
  - Produced replay video and recorded highlights for release.
  - Contracted with Time Warner cable to update and provide statistics during televised games.
  - Worked within the NW Arkansas business community to generate interest and ticket sales.
  - Aided the Director of Athletic Media Relations with the coordination and organization of mens athletics games.
  - Drafted and edited materials for press releases and game programs
- LEADERSHIP.

### Media Relations Intern

#### ABC Corporation - 2004 - 2005

- Responsible for the research, drafting, and editing of press releases from the Lafayette office, August-December, 2005.
- Aided in the fielding of constituent calls, primarily in the period following Hurricanes Katrina and Rita.
- Answered minor constituent concerns, and routed more complex calls through appropriate channels when unable to resolve them myself.
- Responsible for tracking and logging all media impressions and references to Rep.
- Boustany in the local written media.
- Assisted with miscellaneous office tasks, such as sorting mail, filing documents in constituent files, and various other office errands.
- Writing samples available upon request..

## EDUCATION

- Bachelor's in Media Communications - 2011(University of Arkansas at Forth Smith - Fort Smith, AR)



## **SKILLS**

Sales force, Social Media Management.